

CHARGE: 502(a)—while held for sale, the name of the drug "*Ul-C-Eze*" and the accompanying labeling contained false and misleading representations that the article was an adequate and effective treatment for stomach ulcers.

DISPOSITION: 10-12-60. Default—destruction.

6438. Virilon Physician's Formula and Virilon Hair Follicle Cleanser. (F.D.C. No. 45058. S. No. 32-446 R.)

QUANTITY: 43 8-oz. btls. and 96 ctns., each containing 6 4-oz. btls., of *Virilon Physician's Formula*; and 43 8-oz. btls. of *Virilon Hair Follicle Cleanser*, at Rochelle Park, N.J.

SHIPPED: 8-17-60 and 8-23-60, from Elmhurst, N.Y., by Steroid Products, Inc.

LABEL IN PART: (Btl.) "Virilon Physician's Formula For the Hair and Scalp * * * 20-X Steroid Products, Inc., 708 Pontiac State Bank Building, Pontiac, Michigan. Directions: For local use on the scalp. Contents: Lecithin, Cholesterol, Iso-cholesterol Lanosterol as esters; 20 mcg. Estradiol per ounce of alcohol (70% isopropyl). Patented by Robert Liefmann, M.D." and "Virilon Hair Follicle Cleanser * * * 20-X Unique New Miracle hair follicle penetrant discovery! finest quality shampoo."

ACCOMPANYING LABELING: Steroid Products Salesmen's catalogs; sheets entitled "Mode of Application"; streamers entitled "Virilon Treatment For Beautiful Thick Hair & Healthy Scalp"; postcards reading in part "Dear Sir: Please send us free professional certificate of authorization . . ."; pamphlets entitled "Scalp Antizyme Treatment" for beauticians and "Scalp Antizyme Treatment" for barbers; display cards entitled "Doctor's Virilon Treatment"; reprints entitled "Secret Influence of Steroids" and "Biographical note on Robert Liefmann"; and counter display cartons entitled "Virilon Treatment."

LIBELED: 10-24-60, Dist. N.J.

CHARGE: 502(a)—when shipped and while held for sale, the labeling of the articles contained false and misleading representations that the articles were adequate and effective for the treatment of diseases of the hair and scalp, male-pattern baldness, excessive loss of hair, falling hair, scalp itch, dandruff, seborrhea; that use of the articles would restore hair to health and stimulate thick hair growth; that the articles were adequate and effective as a treatment for and preventive of facial blackheads, acne, old-age wrinkles; and that they would bring health to the skin and scalp; and 502(b) (2)—the labels of the articles failed to bear an accurate statement of the quantity of contents.

DISPOSITION: 11-28-60. Default—destruction.

6439. Dustronic Air Cleaner and Lectric Aire Negative Ionizer. (F.D.C. No. 45051. S. Nos. 45-101/7 R.)

QUANTITY: 8 cartoned *Dustronic Air Cleaner* devices, and 4 *Lectric Aire Negative Ionizer* devices, together with a number of charcoal filters used as a component part with some of the devices, at Seattle, Wash.

SHIPPED: The devices were shipped between 11-25-59 and 8-8-60, from Chicago, Ill., by Radex Corp., and the charcoal filters were shipped from Columbus, Ohio, by Barnebey-Cheney Co.

LABEL IN PART: (Devices) "Dustronic Lectric Aire Negative Ionizer [or "Dustronic * * * Air Cleaner"] * * * Radex Corp."; and (filter) "Dacor manufactured by Barnebey-Cheney Co. Columbus 19, Ohio. Dacor is the new

activated charcoal that removes odors—smoke—fumes and bacteria—SKF-16" x 25" x 1".

ACCOMPANYING LABELING: Leaflets entitled "Instruction Sheet," "Increase Your Profit," and "Dustronic Air Cleaners"; catalogs entitled "Dustronic Air Filters"; charts entitled "Atmospheric Contaminants Chart"; reprints entitled "Dust-Free Air for Your Home," "What's as Rare," "Ozone has Fresh Air Smell," "How Much Ozone Can You Take?," "Ions Affect Health, Behavior," and "Negative Ions for Everybody"; booklets entitled "Lectric Aire" and "You Can Relieve Hay Fever and Asthma"; testimonial letters from "Meridian Brick Co.," "Park Ridge School," "Herald Express," and "The Cove Realty"; circulars entitled "Banish Air Pollution" and "Increase Your Profit"; testimonial letters from "Department of Chemistry"; reprints entitled "Beware of Ozone" and "Mechanical Maid"; circulars entitled "Dealers Profits from Pure Aire"; catalogs entitled "Housewives! Enjoy More Leisure Time"; circulars entitled "The Facts and Figures"; leaflets entitled "Enjoy a Cleaner, Fresher, Healthier Home"; price lists entitled "Dustronic Air Filters"; and circulars entitled "What Dustronic Means To You" and "Medical Benefits from Activated Charcoal Air Purification."

RESULTS OF INVESTIGATION: The devices consisted of various combinations of the following basic elements: a motor-driven fan, an aluminum mechanical filter, an electrostatic filter, a charcoal filter, a high voltage power supply, and a negative ion generator (tritium disc). In use the devices reportedly filtered the room air, subjected it to increased negative ions, and recirculated the air back into the room.

The circulars entitled "What Dustronic Means To You" were prepared by Joseph F. Taraba, Seattle, Wash., who was a distributor for the devices, and the circulars entitled "Medical Benefits from Activated Charcoal Air Purification" were obtained by the dealer from Barnebey-Cheney Co., Columbus, Ohio.

The other accompanying labeling was supplied by the Radex Corporation.

LIBELED: 10-21-60, W. Dist. Wash.

CHARGE: 502(a)—when shipped and while held for sale, the labeling of the article contained false and misleading representations that the article was an adequate and effective treatment for relieving hay fever, asthma, sinus, migraine headaches, avoiding common colds and removing bacteria, eliminating air-borne allergies, reducing respiratory disorders, viruses, and bacteria, collecting "more than 99% of ragweed pollen" and irritating agents, reducing pains of burns, reducing high blood pressure, improving mental attitude, arresting cancer growth, reducing arthritis and rheumatism, slowing aging process, and reducing fungus infection.

DISPOSITION: 2-6-61. Consent—claimed by Radex Corp., and relabeled.

6440. Pasitabs. (F.D.C. No. 44915. S. No. 44-175 R.)

QUANTITY: 25 cases, 24 18-tablet btls. each, and 1 case of 24 36-tablet btls., at Seattle, Wash.

SHIPPED: Between 8-8-60 and 8-29-60, from Los Angeles, Calif., by Retail Drug Service.

LABEL IN PART: (Btl.) "Pasitabs Has a Tranquillizer Action—An Aid to Relieve Excitability * * * Caltex Distributors Inc. * * * Each tablet contains: Sodium and Ammonium Bromides 4.75 gr., Niacinamide 5 mg. Thiamine HCl (Vit. B₁) 1 mg. in a specially prepared base containing Extract of Jamaica